



KMOV
One Memorial Drive
St. Louis, MO 63102

Waterfront Strategies
1010 Wisconsin Ave
Suite 800
Washington, DC 20007-3603

Contract

861808

Schedule Dates 10/16/12-10/29/12
Advertiser Senate Majority PAC (38811)
Agency/T-Code Waterfront Strategies (8116)/154583751
Product Political - US Senate (1176)
Brand Senate Majority PAC Est. 2093 (179968)
Salesperson Johannessen, Jordan (2818)
Sales Office TeleRep - New York
Buyer Name SPENCER,DANIELLE
Phone/Fax (202) 550-6060 /
CPE 94/100/2093
Account Types National/Political PAC - Agency
Billing Type Standard
Comments SENATE MAJORITY PAC
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/15/12
Last Modified 10/22/12
Entered By Lisa Rees
CO-OP No
Headline # 06374624
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$16,230.00
Net Total \$91,970.00
Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Oct. 2012	64	\$104,450.00
Nov. 2012	3	\$3,750.00
Grand Total:	67	\$108,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	20062- News @ 10pm M-F	1		X	X	X	X			1	\$2,500.00	\$2,500.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 10	10/15/12
2.0	Normal Line / SPOT	10/23/12-10/26/12	4	:30	20062- News @ 10pm M-F	1		X	X	X	X			1	\$2,500.00	\$2,500.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 10	10/15/12
3.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	20063- Late Show with David Letterman	2		X	X	X	X			2	\$500.00	\$1,000.00	St. Louis (KMOV) (KMOV)	DAVID LETTERMAN	10/15/12
4.0	Normal Line / SPOT	10/23/12-10/26/12	4	:30	20063- Late Show with David Letterman	1		X	X	X	X			1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	DAVID LETTERMAN	10/15/12
5.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	20027- Inside Edition	1		X	X	X	X			1	\$300.00	\$300.00	St. Louis (KMOV) (KMOV)	INSIDE EDITION	10/15/12
6.0	Normal Line / SPOT	10/23/12-10/26/12	4	:30	20027- Inside Edition	1		X	X	X	X			1	\$300.00	\$300.00	St. Louis (KMOV) (KMOV)	INSIDE EDITION	10/15/12
7.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	20022- Price is Right	1		X	X	X	X			1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	PRICE IS RIGHT	10/15/12
8.0	Normal Line / SPOT	10/23/12-10/26/12	4	:30	20022- Price is Right	1		X	X	X	X			1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	PRICE IS RIGHT	10/15/12
9.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	20023- News @ 12noon M-F	2		X	X	X	X			2	\$750.00	\$1,500.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT NOON	10/15/12
10.0	Normal Line / SPOT	10/23/12-10/26/12	4	:30	20023- News @ 12noon M-F	2		X	X	X	X			2	\$750.00	\$1,500.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT NOON	10/15/12
11.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	28663- Dr. Phil	1		X	X	X	X			1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)	DR. PHIL	10/15/12
12.0	Normal Line / SPOT	10/23/12-10/26/12	4	:30	28663- Dr. Phil	1		X	X	X	X			1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)	DR. PHIL	10/15/12
13.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	20054- News @ 5pm M-F	2		X	X	X	X			2	\$1,500.00	\$3,000.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 5P	10/15/12

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14.0	Normal Line / SPOT	10/23/12-10/26/12	4	:30	20054- News @ 5pm M-F	1		X	X	X	X			1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 5P	10/15/12
15.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	48386- News @ 5am	2		X	X	X	X			2	\$300.00	\$600.00	St. Louis (KMOV) (KMOV)	AWAKE NEWS 4 AT 5A	10/15/12
16.0	Normal Line / SPOT	10/23/12-10/26/12	4	:30	48386- News @ 5am	2		X	X	X	X			2	\$300.00	\$600.00	St. Louis (KMOV) (KMOV)	AWAKE NEWS 4 AT 5A	10/15/12
17.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	20055- News @ 6pm M-F	1		X	X	X	X			1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 6P	10/15/12
18.0	Normal Line / SPOT	10/23/12-10/26/12	4	:30	20055- News @ 6pm M-F	2		X	X	X	X			2	\$1,500.00	\$3,000.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 6P	10/15/12
19.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	20015- News @ 6am M-F	1		X	X	X	X			1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	AWAKE NEWS 4 AT 6A	10/15/12
20.0	Normal Line / SPOT	10/23/12-10/26/12	4	:30	20015- News @ 6am M-F	1		X	X	X	X			1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	AWAKE NEWS 4 AT 6A	10/15/12
21.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	20053- Entertainment Tonight	2		X	X	X	X			2	\$1,500.00	\$3,000.00	St. Louis (KMOV) (KMOV)	ENTERTAINMENT TONIGHT	10/15/12
22.0	Normal Line / SPOT	10/23/12-10/26/12	4	:30	20053- Entertainment Tonight	2		X	X	X	X			2	\$1,500.00	\$3,000.00	St. Louis (KMOV) (KMOV)	ENTERTAINMENT TONIGHT	10/15/12
23.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	131968- CBS This Morning	2		X	X	X	X			2	\$350.00	\$700.00	St. Louis (KMOV) (KMOV)	CBS THIS MORNING	10/15/12
24.0	Normal Line / SPOT	10/23/12-10/26/12	4	:30	131968- CBS This Morning	3		X	X	X	X			3	\$350.00	\$1,050.00	St. Louis (KMOV) (KMOV)	CBS THIS MORNING	10/15/12
25.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	137124- Katie	2		X	X	X	X			2	\$250.00	\$500.00	St. Louis (KMOV) (KMOV)	KATIE COURIC	10/15/12
26.0	Normal Line / SPOT	10/23/12-10/26/12	4	:30	137124- Katie	3		X	X	X	X			3	\$250.00	\$750.00	St. Louis (KMOV) (KMOV)	KATIE COURIC	10/15/12

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27.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	20108- News @ 10pm Sat							1			\$1,000.00		St. Louis (KMOV) (KMOV)	NEWS 4	10/15/12
27.0.1	Preempt	10/20/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate/ rate \$1125 will bump lowest r	
28.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	20108- News @ 10pm Sat							1			\$1,000.00		St. Louis (KMOV) (KMOV)	NEWS 4	10/15/12
28.0.1	Closed Preempt	10/27/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
29.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	119145- News @ 10:30pm							1		1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)	NEWS 4	10/15/12
30.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	119145- News @ 10:30pm							1		1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)	NEWS 4	10/15/12
31.0	Normal Line / NCAA - FOOTBALL	10/20/12-10/20/12	4	:30	51911- CBS Sports College Football							1		1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)	SEC ON CBS	10/15/12
32.0	Normal Line / NCAA - FOOTBALL	10/27/12-10/27/12	4	:30	51911- CBS Sports College Football							2		2	\$1,500.00	\$3,000.00	St. Louis (KMOV) (KMOV)	SEC ON CBS	10/15/12
33.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	20103- News @ 6pm Sa							1			\$500.00		St. Louis (KMOV) (KMOV)	NEWS 4 AT 6PM SATURDAY	10/15/12
33.0.1	Preempt	10/20/12															St. Louis (KMOV) (KMOV)	R-Live News Coverage/Spot - live event-network	

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34.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	20103- News @ 6pm Sa							1		1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 6PM SATURDAY	10/15/12
35.0	Revised Line / SPOT	10/21/12-10/21/12	4	:30	20789- News @ 10pm Sun								1				St. Louis (KMOV) (KMOV)	NEWS 4 AT 10P SUN	10/15/12
35.1	Normal Line / SPOT	10/21/12-10/21/12	4	:30	121148- News @ 10pm Sun								1	1	\$2,500.00	\$2,500.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 10P SUN DB	10/16/12
36.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	20789- News @ 10pm Sun								1	1	\$2,500.00	\$2,500.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 10P SUN	10/15/12
37.0	Revised Line / SPOT	10/21/12-10/21/12	4	:30	119144- News @ 10:30pm Sun								1				St. Louis (KMOV) (KMOV)	NEWS 4 AT SUN	10/15/12
37.1	Normal Line / SPOT	10/21/12-10/21/12	4	:30	121147- News @ 10:30pm Sun								1	1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT SUN DB	10/16/12
38.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	119144- News @ 10:30pm Sun								1	1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT SUN	10/15/12
39.0	Normal Line / NFL - Rams	10/28/12-10/28/12	4	:30	23839- NFL on CBS								2	2	\$15,000.00	\$30,000.00	St. Louis (KMOV) (KMOV)	RAMS VS. PATRIOTS 10/28	10/15/12
40.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	8A- 10A (CT)								2	2	\$850.00	\$1,700.00	St. Louis (KMOV) (KMOV)	CBS SUN MORNING/FACETHE NATION	10/15/12
41.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	8A- 10A (CT)								2	2	\$850.00	\$1,700.00	St. Louis (KMOV) (KMOV)	CBS SUN MORNING/FACETHE NATION	10/15/12

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42.0	Revised Line / SPOT	10/16/12-10/16/12	4	:30	42783- NCIS			2									St. Louis (KMOV) (KMOV)	NCIS	10/15/12
42.1	Normal Line / SPOT	10/16/12-10/16/12	4	:30	111159- NCIS : Los Angeles			2						2	\$5,000.00	\$10,000.00	St. Louis (KMOV) (KMOV)	NCIS OTO	10/15/12
43.0	Normal Line / SPOT	10/23/12-10/23/12	4	:30	42783- NCIS			2						2	\$5,000.00	\$10,000.00	St. Louis (KMOV) (KMOV)	NCIS	10/15/12
44.0	Normal Line / SPOT	10/22/12-10/22/12	4	:30	20062- News @ 10pm M-F		1							1	\$2,500.00	\$2,500.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 10	10/15/12
45.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	20062- News @ 10pm M-F		1							1	\$2,500.00	\$2,500.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 10	10/15/12
46.0	Normal Line / SPOT	10/22/12-10/22/12	4	:30	20022- Price is Right		1								\$500.00		St. Louis (KMOV) (KMOV)	PRICE IS RIGHT	10/15/12
46.0.1	Preempt	10/22/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - bump rate; placed sec 1 political	
47.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	20022- Price is Right		1								\$500.00		St. Louis (KMOV) (KMOV)	PRICE IS RIGHT	10/15/12
47.0.1	Preempt	10/29/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - sys bump rate/ sec 1 political	
48.0	Normal Line / SPOT	10/22/12-10/22/12	4	:30	28663- Dr. Phil		1							1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)	DR. PHIL	10/15/12

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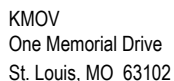
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